

Figure 1

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## 2/5 **D1 D2 D3 D4** D5

12 Work Packages (PM) Code of practice QM Work packages up to D2 Requirements for the D2 decision Process phase 1.1 Process definition/product profile 1 Preparation specification (R) O E Product idea Analysis of market and customer ♠ Customer benefits/processes requirements by means of QFD (FP) Analysis of historical data from Market segmentation/definition predecessor products (FP) Analysis of competition If appropriate, carry out preliminary tests Market exploitation Name PSG members/ Threat potential prepare PSG overview (FP) ① & Distribution channels O W Prepare quality management plan (R) Prepare project management plan (FP) O Analyze and assess requirements Prepare EHR document plan (R) 0 System analysis I Prepare DMR document plan (R) 0 System engineering I Prepare economic production plan Prototype planning I Prototype for assessment of the product idea (WPP) (FP) 0 Prototype planning 2 0 Prototype for assessment of the system concept 0 Patent search Patent application 0 Planning for the avoidance of errors Benchmarking Carry out main review R1 Prepare project/release requests D2 (FP) Milestone MO, M1 and M2 D2 decision

[Return to D1] [Continue to D3]

Figure 2

Product idea

Aim <b>↓</b>	Input ←	
Elaboration of the product idea. Naming of the intended target groups (product users	Strategy, product vision (for example from innovation process), data on market basis, business plan, customer requirements (database), other previous activities	1
and decision-makers) and their broad	Output ◆	
מלאמרמתמן כן ספופווני.	Brief description of the product idea and its core function     Potential product users and decision-makers with their expectation of benefits from the product     Envisaged time of market entry	not
Those involved in the process  Decision makers	Work steps 🔶	:
Project leaders, product measures and		
specialist departments directly affected by the product idea	Analysis of the product idea for its functions and properties	
Problematical <b>↓</b> factors	Product vision\$\(\triangle 2\) Determination of possible target groups	
New processes, methods and technologies	3. Analysis of broad expectations of benefits	
have not yet been verified, so that basic research or development is still required in the product definition process.	4 Elaboration of the previous input	
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Checklists Templates	The second secon	
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Product idea table

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Last amendment by whom? of the template:	by whom?	Which work package? Which action?	Assessment	Documents	Link/path	Project list/ e-mail recipients

Figure 4

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"Product idea" work package	Checklist for implementation	

Project:

Project leader:

Date:

Specialist responsible:

Milestone MO checklist (process assessment) Completion by... ₩ ··· up to milestone Extent of implementation in % Action-controlling template:

Work packages/	Project list	Implementation/assessment	Demarks Damarks	Tooming it
measuring points	E-Mail	O Basic Advanced		
	Iecipienis			
V. Product Idea				
Brief description of the product				
idea and its core function		•		
Potential product users and				
decision-makers with the expectations of				
benefits from the product				
Envisaged time of market entry				

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